

CHAPTER 1

Attitude and Emotional Intelligence

ATTITUDE

Meaning of attitude

An **attitude** is an expression of favor or disfavor toward a person, place, thing, or event.

Features of Attitude

- ❖ **Attitude can be characterized in Different ways:**
 - Ⓢ **Changes with time & situation**
 - Ⓢ **Related to feelings & beliefs of people**
 - Ⓢ **Effects one's behaviour positively or negatively**
 - Ⓢ **Affect perception**
 - Ⓢ **Learned through experiences**
 - Ⓢ **May be unconsciously held**

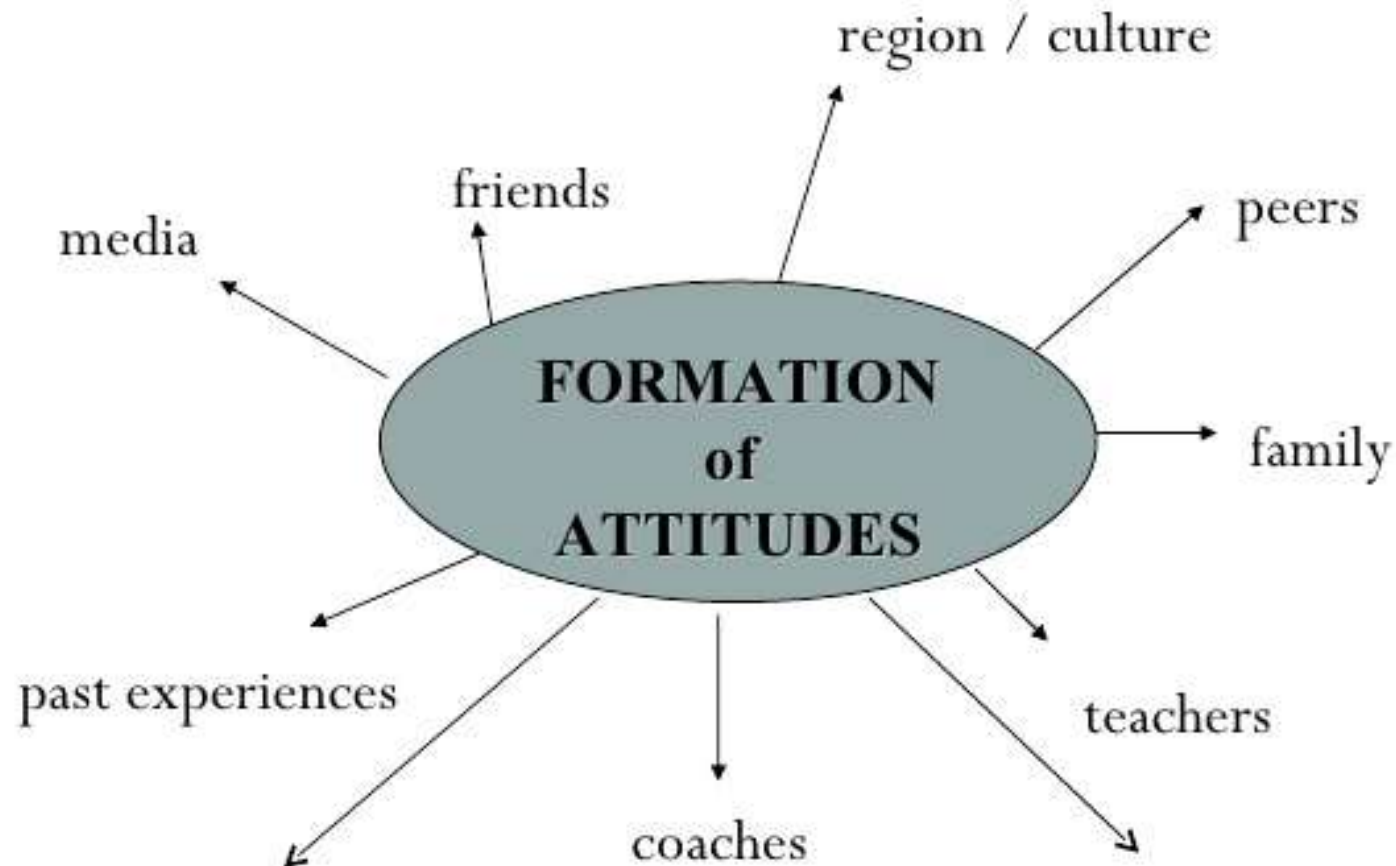


Characteristics of Attitude

- **Difficult to measure**
- **Demonstrated by behavior**
- **Formed from the process of socialization**
- **Can have positive or negative implications**
- **Once formed, not easily changed**



Formation of Attitudes



Feedback can reinforce attitude

Attitudes can create false perceptions known as prejudice

The Importance of Attitude

- Show enthusiasm
- Handle problems positively
- Handle pressure
- Deal with mistakes
- Responding to criticism
- Handle success and disappointments

- **Builds the think process** – daily life, personal life, professional life.
- **A test of ability** – challenges (big or small)
- **It endures** – people often speak about life changing.
- **Taps the potential of the individual** – competition

The Components of Attitude

the triadic model of attitudes

An attitude comprises of 3 components:

1. The cognitive component

Also known as the information component and reflects beliefs and knowledge. For example, you believe that fitness training 3 times a week enhances the quality of life and you have the knowledge to support this opinion.

2. The affective component

Also known as the emotional component. It consists of feelings of an emotional response towards an attitude or object. For example, training is enjoyable and I feel good when participating.

2. The behavioural component

This concerns how a person intends to behave towards an attitude object. For example, joining a fitness club to follow an organised fitness programme.

ELEMENTS OF ATTITUDE

- Beliefs
- Behaviours
- Thoughts
- Action
- feelings

NEEDS FOR ATTITUDE

- Self control
- Self discipline
- Self confidence
- Positive thinking
- Decision making
- Positive behaviour

REASON 'S FOR CHANGE IN ATTITUDE / HOW THE PEOPLE CHANGE THEIR ATTITUDE.

1. **Classical conditioning:** create positive emotion reactions to an object, person, event.
2. **Operant conditioning:** It strengthen desirable attitudes and weaken undesirable one. It consist of beliefs and information of individual.
3. **Observational learning:** People change their attitudes after observing behaviour of others.
4. **Listening and thinking:** listening and thinking about the message.
5. **Conflicting belief:** conflicting beliefs about the topic.

Functions Of Attitude

- ❖ **The Adjustment Function** : Attitudes often help people to adjust to their work environment.
- ❖ **Ego-Defensive Function** : Attitudes help people to retain their dignity and self- image.
- ❖ **The Value-Expressive Function** : Attitudes provide individuals with a basis for expressing their values.
- ❖ **The Knowledge Function** : Attitudes provide standards and frames of reference that allow people to understand and perceive the world around him.



What is Personality?

Personality - All our behaviour is somewhat shaped by our personalities. – a dynamic concept describing the growth and development of a person's whole psychological system. It is the sum total of ways in which an individual reacts and interacts with others. Some aggregate whole that is greater than the sum of its parts.

"The dynamic organisation within an individual of those psychological systems that determine his unique adjustments to his environment."

Gordon Allport

Positive Attitude & Positive Thinking

Positive attitude helps to cope more easily with the daily affairs of life. It brings optimism into your life, and makes it easier to avoid worry and negative thinking.

It is a mental attitude that expects positive results.



WAYS TO BUILD POSITIVE ATTITUDE

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graph LR; A[WAYS TO BUILD POSITIVE ATTITUDE] --> B[THINK GOOD THOUGHTS]; A --> C[TAKE GOOD THINGS FROM NEGATIVE CRITICISM]; A --> D[AVOID INDULGING IN ANY KIND OF NEGATIVE CRITICISM]; A --> E[BELIEVE IN YOURSELF]; A --> F[MAKE SOMEONE SMILE]; A --> G[HELP OTHERS, PRACTICE KINDESS]; A --> H[BE THANKFUL]; A --> I[SELF CONTROL]; A --> J[OPEN- MINDEDNESS]; A --> K[ENTHUSIASM];
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THINK GOOD THOUGHTS

TAKE GOOD THINGS FROM NEGATIVE CRITICISM

AVOID INDULGING IN ANY KIND OF NEGATIVE CRITICISM

BELIEVE IN YOURSELF

MAKE SOMEONE SMILE

HELP OTHERS, PRACTICE KINDESS

BE THANKFUL

SELF CONTROL

OPEN- MINDEDNESS

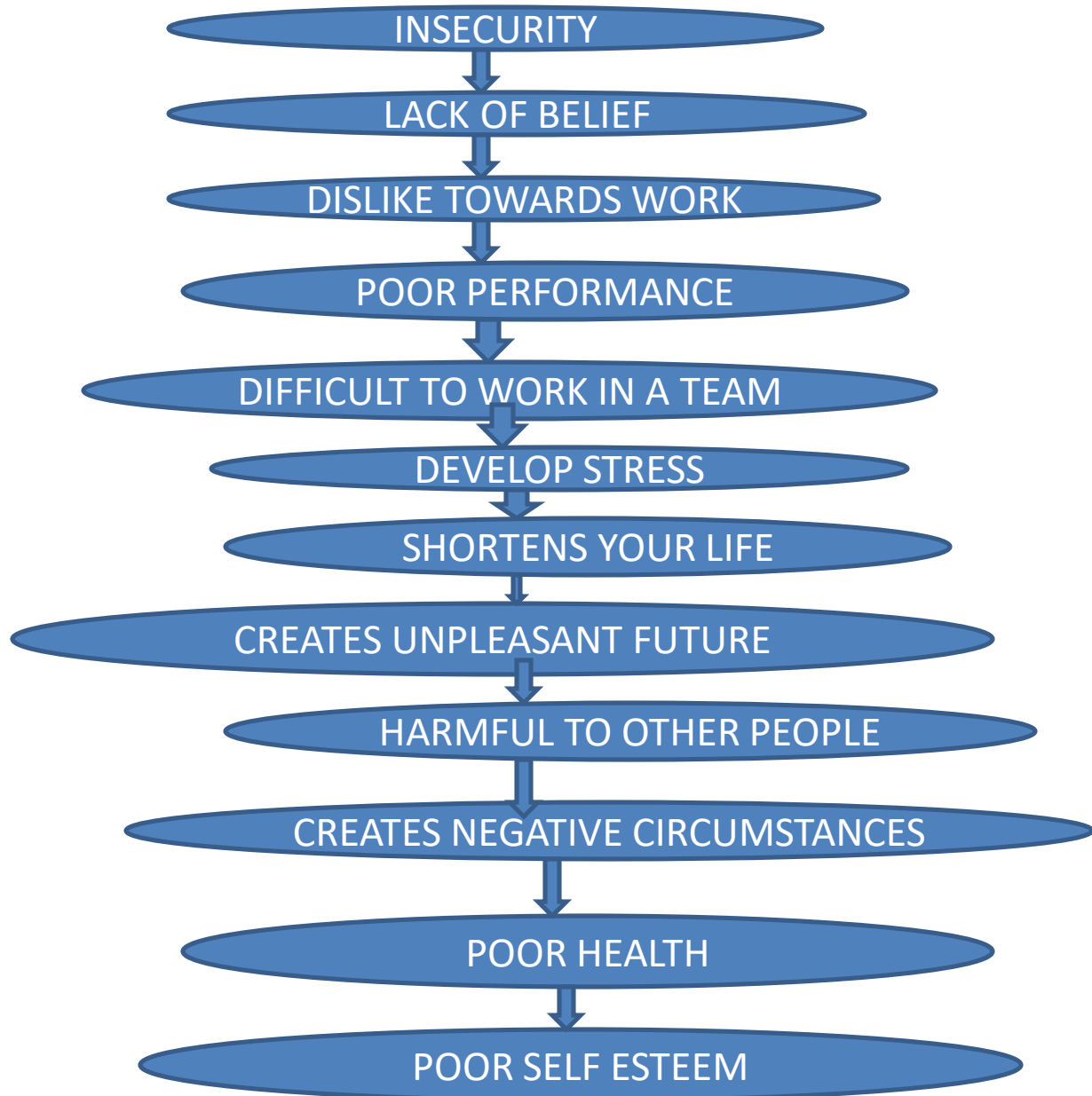
ENTHUSIASM

Negative Thinking



- ▣ Negative thoughts, words and attitude bring up negative and unhappy moods and actions. When the mind is negative, poisons are released into the blood, which cause more unhappiness and negativity. This is the way to failure, frustration and disappointment.

EFFECTS OF NEGATIVE ATTITUDE



MEASURES TO OVERCOME NEGATIVE ATTITUDE

Self - monitoring

THINK POSITIVE

Seeking guidance

Counselling/ professional guidance

Changing environment/company

Take responsibility

Meditate or do yoga

Help someone

LIST AT LEAST TEN THINGS THAT YOU ARE GRATEFUL FOR IN LIFE

Discrete discussion

Read positive quotes and thoughts

PRAISE YOURSELF

STOP BLAMING OTHERS

DON'T LIVE IN THE PAST

DEFINITION.....

- ~~ Interpersonal relationship refers to social and emotional interaction between two or more individuals in an environment.
- ~~ Interpersonal relationship is also defined as the close association between the individuals who share common interest and goals .

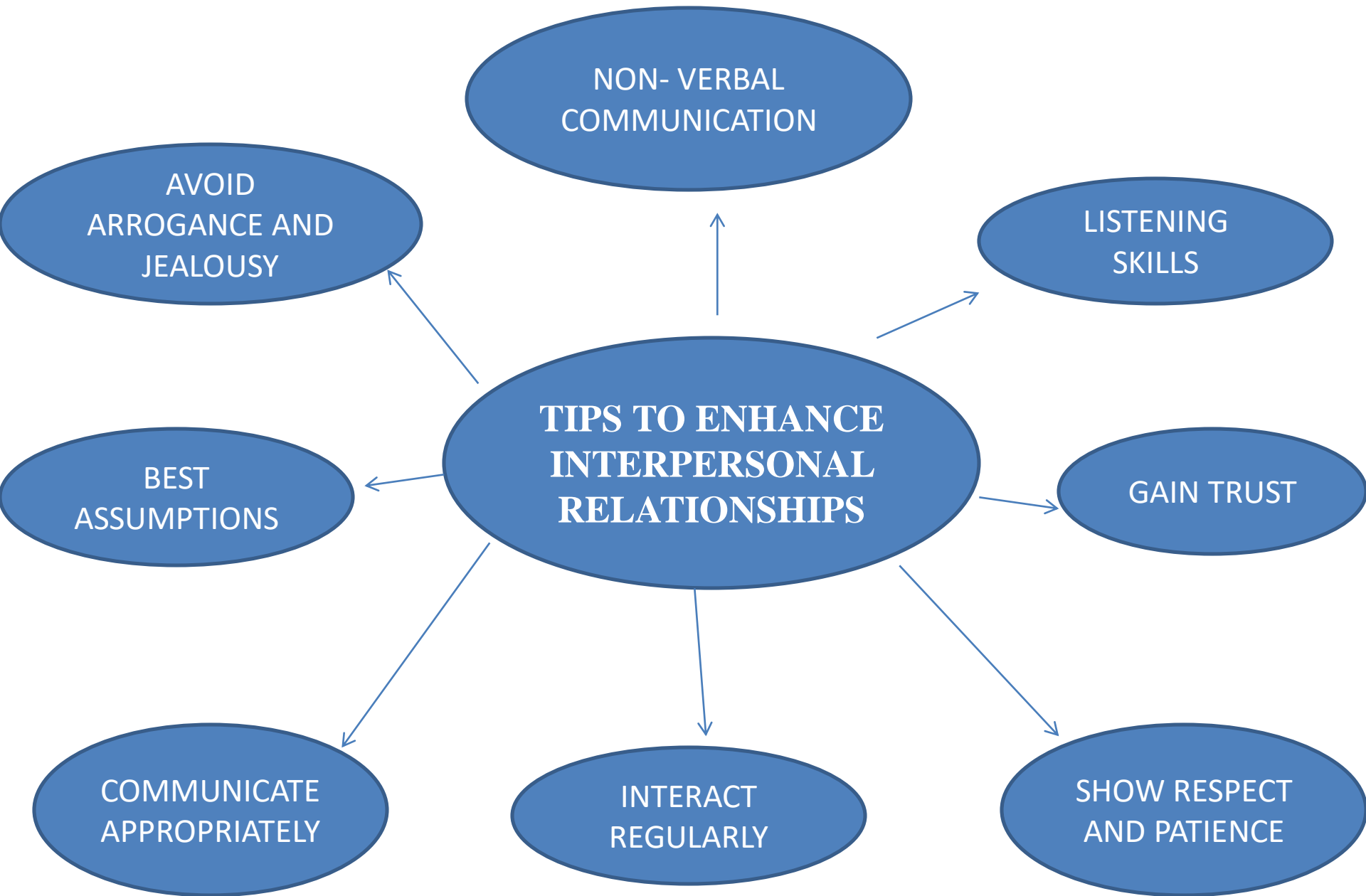


IMPORTANCE / SIGNIFICANCE OF INTERPERSONAL RELATINSHIP AT WORKPLACE

- It helps to reduce stress.
- It creates a pleasant working environment
- It helps in decision making
- It helps to have positive culture is an organization
- It helps to reduce the conflicts
- It motivates to perform better
- It helps in team building
- Professional growth and development

IMPORTANCE / SIGNIFICANCE OF INTERPERSONAL RELATINSHIP IN PERSONAL LIFE

- Effective and personal communication
- Body language
- Tone of your voice
- Expression on your face
- Successful communicators
- Take time to listen fully of other person
- Define and give meaning to your life



EMOTIONAL INTELLIGENCE

Capacity to recognize your own feelings and those of others, for motivating yourself, and for managing emotions well in yourself and in your relationships

Wikipedia .2011

“We define emotional intelligence as the subset of social intelligence that involves the ability to monitor one's own and others' feelings and emotions, to discriminate among them and to use this information to guide one's thinking and actions.”

-From “Emotional Intelligence,” Salovey & Mayer: 1990



TYPES OF EMOTIONAL INTELLIGENCE

Perceiving emotions

Body language

Facial expressions

Reasoning with emotions

Promote thinking

Prioritize activity

Understanding emotions

Meaning

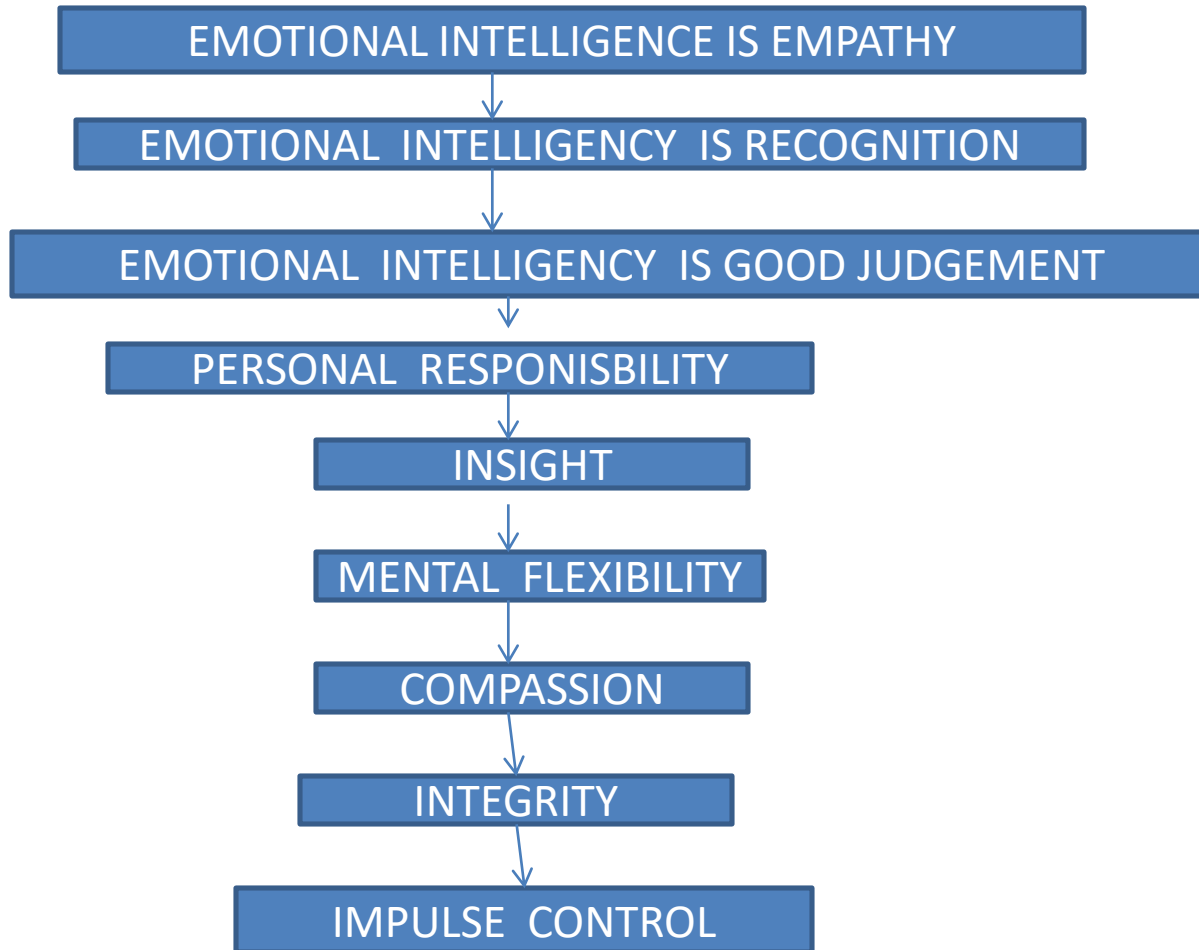
Intent

Managing emotions

Regulating

Responding

ELEMENTS OF EMOTIONAL INTELLIGENCE



FEATURES OF NEGATIVE ATTITUDE

- Feel in secured
- Fault finding
- No imagination
- No vision
- No goal
- No plans
- No clear direction
- Life becomes boring
- Life becomes unproductive
- Feels like failure in life
- Fear and frustration in life

TYPES OF NEGATIVE ATTITUDE

- Miserable type: failure, anger, stress, fear and frustration
- Silent killer
- Drama queen
- Paranoid type: they think that others are trying to worrying their life.
- Trigger: these persons always release their anger and self pity, they discharge their negative energy.

MEANING OF EMOTIONS

- Emotions is caused by evaluation of events in relation to what we consider as important.
- It can be our goals, our concern or our aspirations.

COMPONENTS OF EMOTIONAL INTELLIGENCE

- Overall EQ
- Self Awareness
- Self Management
- Social awareness
- Relationship management